

Claims

Cancel all claims of record 1-12 and substitute new claims 13 to 16 as follows:

13. (New) A label holding strip for displaying information labels on the front of retail shelving, comprising

- (a) a continuously extruded section of plastic material including front and back panels joined integrally along a bottom edge region of said strip and pre formed into an upwardly openable pocket for the removable reception of labels, and
- (b) at least one side edge region at an extreme longitudinal end of said front panel

with interconnection of said side edge region and said bottom edge region being substantially blended and smooth whereby a substantially snag-free transitional edge is provided between said bottom edge region and said side edge region.

14) (New) The strip of claim 13 wherein the transitional edge is comprised of one or more obtuse arcs.

15) (New) The strip of claim 13 wherein the transitional edge is comprised of a curved edge.

16) (New) The strip of claim 13 wherein the transitional edge is comprised of an obtuse intersection between said side edge region and said bottom edge region.